



January 9, 2023

Media Contact: Chris Marcarello, City Manager
Phone Number: (626) 384-5410

City of Covina Acquires Covina Center for the Performing Arts

Covina, CA – On December 20, the City of Covina acquired the [Covina Center for the Performing Arts \(CCPA\)](#), a 26,000 square foot performing arts theater located on Citrus Avenue in the heart of Covina's historic downtown. As planned, the City will reprogram the space with a variety of comedy, music, community events and performing arts performances in March 2023. This acquisition is one of several strategic City initiatives to further enhance the downtown's unique charm and appeal.

"This acquisition is a major step forward in our efforts to strengthen our downtown shopping district and provide expanded cultural arts programming for residents and visitors," said Mayor Patricia Cortez. "We are very fortunate to acquire a charming performing arts space that was built and nurtured over the years by the Champion family, and look forward to its future growth and prosperity in the years to come. We are also very fortunate for the support of Senator Susan Rubio, who spearheaded efforts to obtain grant funding for this acquisition and was supported by Assemblymember Blanca Rubio in this endeavor. We appreciate their commitment to the Covina community!"

The City is working to enhance Downtown Covina with a variety of new amenities and infrastructure improvements to complement its existing strong business core. To help achieve this goal, Senator Rubio secured a \$3 million grant to acquire the CCPA and preserve it as a performing arts space for the region.

The CCPA, once known as the Covina Valley Playhouse, was formerly operated by longtime Covina residents Chris and Retha Champion. They purchased the building in 2001 and the theater became a hub for community members to share their love of the performing arts. Prior to the City's recent acquisition, the CCPA was managed by The Champion Family Foundation.

The City expects the CCPA to resume regular performances in March 2023, in addition to continuing the space's use for filming, banquets, weddings and other events. The City is currently exploring opportunities to partner with a management operator for the space that will provide comedy and music performances, performing arts events and other performances for the whole family.

In addition to the acquisition of the CCPA, the City is currently underway with a grant-funded rehabilitation of Citrus Avenue and recently completed upgrades to its public parking structures and lots, including the addition of new electric vehicle charging stations. Other anticipated projects in the Downtown area include a \$20 million grant-funded Recreation Village and Library, a new 4,000 square foot business coworking/shared office space and the redevelopment of the former Clippinger Chevrolet site with mixed-use housing and retail amenities.

More information on CCPA events and operations will be made available in the coming months. Stay updated by visiting [the CCPA website](#) and by following CCPA on [Facebook](#) and [Instagram](#). For more information on upcoming developments in Covina, visit [the City's website](#).